

**ZAKAT MARKETING STRATEGY: EXPLORING THE
OPPORTUNITY AND CHALLENGES IN LEMBAGA
ZAKAT SELANGOR (LZS)**

BY

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**A dissertation submitted in fulfillment of the requirement for the
degree of Master of Science in Marketing**

**Kulliyyah of Economics and Management Science
International Islamic University Malaysia**

DESEMBER 2023

ABSTRACT

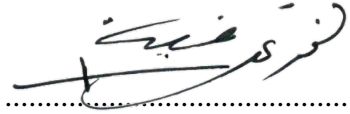
This research aims to investigate the marketing strategies employed by LZS (Lembaga Zakat Selangor) with a focus on uncovering opportunities and challenges to gain a comprehensive understanding. The researched marketing strategies are integrated into the marketing mix framework (7Ps) to ensure alignment with fundamental marketing principles. Using a qualitative approach, data collection involved primary sources through interviews and secondary sources from the internet or official website of LZS. Key informants in this study include Amil LZS who are responsible for the executing strategy of marketing and Muzakki who contribute to zakat with certain criteria. The findings of this study highlight the importance of the physical location of zakat institutions as a key factor in attracting individuals due to its convenience and accessibility.

ملخص البحث

يهدف هذا البحث إلى التحقيق في استراتيجيات التسويق التي تستخدمها مجلس زكاة سيلانجور مع التركيز على الكشف عن الفرص والتحديات لاكتساب فهم شامل. يتم دمج استراتيجيات التسويق المدروسة في إطار المزيج التسويقي لضمان التوافق مع مبادئ التسويق الأساسية. باستخدام نهج نوعي ، شمل جمع البيانات المصادر الأولية من خلال المقابلات والمصادر الثانوية من الإنترنت أو الموقع الرسمي ل مجلس زكاة سيلانجور. من بين المخبرين الرئيسيين في هذه الدراسة أميل LZS المسؤول عن تنفيذ استراتيجية التسويق و المزكي الذين يساهمون في الزكاة بمعايير معينة. تسلط نتائج هذه الدراسة الضوء على أهمية الموقع المادي لمؤسسات الزكاة كعامل رئيسي في جذب الأفراد نظرا لملاءمتها وسهولة الوصول إليها.

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms. to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Master of Science (Marketing)



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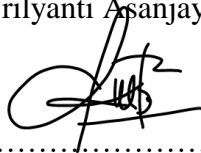
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DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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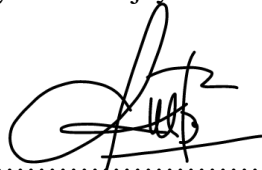
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I am grateful to be in the presence of Allah SWT, acknowledging the abundance of His grace and guidance that has enabled me to complete this dissertation. This work is dedicated to the pursuit of knowledge, particularly beneficial to the Muslim community. I extend my deepest gratitude to those who stood by me: Dr. Nur Arfifah Abdul Sabian, my esteemed supervisor, whose invaluable assistance extended far beyond the completion of this dissertation, all the lecturers who imparted their wisdom and knowledge to me. I am indebted to all the participants who generously contributed their time and cooperation in data collection. The last, heartfelt appreciation goes to my beloved parents, Pakde's family, my supportive siblings – Galuh, Reihan, and Elin. May Allah grant them enduring health and mercy.

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CHAPTER ONE

BACKGROUND OF THE STUDY

1.1 INTRODUCTION

Chapter one will provide an overview of the study. First and foremost, the researcher will provide an overview of the background of this research by briefly introducing the history of the Selangor Zakat Institution (*Lembaga Zakat Selangor*). Furthermore, by using the marketing mix theory for this study, it will explain the zakat institution's (*Lembaga Zakat Selangor*) marketing strategy. Then, the target direction of the research, *muzakki* (Muslim who are obliged to pay zakat) and zakat institution employees will be revealed, followed by the opportunities and challenges of implementing marketing strategy in *Lembaga Zakat Selangor*. The problem statement, research questions, and significance of the research will be highlighted as key points. Finally, this study will demonstrate the scope and limitations of the research, as well as some definitions and a summary of this chapter.

1.2 BACKGROUND OF THIS STUDY

Islam provides a beautiful way of life in preserving the socio-economic life of people through the implementation of zakat. The application of zakat and its law set completely by Islam makes it easy for zakat to be implemented. Zakat is one of the pillars of Islam which aims to (Lembaga Zakat Selangor, n.d.):

- 1) Distribute a small portion of wealth to the less fortunate.
- 2) Clean up zakat payers.
- 3) Clean and nourish the property of zakat payers.
- 4) Establish a grateful attitude toward the favor given by Allah SWT.
- 5) Reduce envy among the less fortunate.
- 6) Establish a relationship between slaves and Allah SWT in addition to human and human relations.

- 7) Give the wealthy a chance to worship in the form of removing zakat from their property.
- 8) Establish unity among the Muslims in terms of economic and financial affairs.
- 9) Give the community a way of managing the economy and finances recognized by Allah SWT
- 10) Bring calm and peaceful feeling to the hearts and souls of zakat payers.

Zakat is fard (obligatory) on all Muslim, male and female, who can afford the specified requirements. Individuals who neglect this obligation are thus considered to be committing a major sin. It is the ruler's responsibility to handle the collection and distribution of zakat (The government of Malaysia, n.d.). This is done by establishing institutions that have a special task to handle zakat along with infaq and sadaqah. These institutions carry out their duties under control of the authority so that the implementation of zakat can be organized, effective and reliable.

The government of Malaysia is also one of the countries responsible for handling zakat institutions in the country. The establishment of zakat institutions in each region has provided easiness for the Muslims to carry out their zakat obligations. Zakat management in each region in Malaysia is carried out by *Lembaga Zakat Negeri* established by the local government. Each region has one *Lembaga Zakat* that is responsible for collecting, managing and distributing the zakat to the asnaf (a party that is eligible to receive Zakat aid collected from Muslims who are entitled to receive zakat). Each *Lembaga Zakat* in Malaysia has its own system and procedure to manage zakat, for individual or company who wish to pay zakat, they can contact the nearest *Lembaga Zakat* to get further information on how to pay zakat. Each region has the freedom to determine the course of its own zakat management. To explain the study of zakat in Malaysia, the institution of zakat management particularly *Lembaga Zakat Selangor* will be presented.

1.2.1 History of Lembaga Zakat Selangor

There were some reported weaknesses in the implementation of zakat, for instance, zakat administration system was poorly organized, no detailed explanation of the method of calculating zakat on property, and lack of payment facilities for zakat payers. Realizing these weaknesses, an institution called "*Pusat Pungutan Zakat*" (PPZ) was established and started to operate serving zakat payment by the public on December 27, 1990.

PPZ was inaugurated by the Prime Minister, YAB Dato Seri Dr. Mahathir Mohammad (Tun) on March 8, 1991, who expressed his desire to see PPZ-MAIWP (*Pusat Pungutan Zakat-Majlis Agama Islam Wilayah Persekutuan*) flourish in the new era of zakat administration. PPZ-MAIWP is an example of zakat collection organization in Malaysia that has started using computer technology since its inception. Its efficiency and effectiveness have increased zakat collection year after year and its aggressive marketing has increased the awareness of the Muslim community to pay zakat.

In 1994, MAIS Zakat Sdn. Bhd. known as Pusat Zakat Selangor (PZS) was established to conduct zakat collection and distribution activities in the State of Selangor. With the motto "*Meneraju Perubahan*" / Enhancing Change, *Lembaga Zakat Selangor-Majlis Agama Islam Selangor* (LZS-MAIS) always strives to provide the best service to its customers, payers and zakat recipients. Assisted by more than 400 employees and supported by 25 LZS branches throughout Selangor, LZS (MAIS) continues to operate as a trustworthy and reliable amil (zakat collector) and amilin (a strategic functions and duties for developing zakat), honest and transparent in carrying out its responsibilities.

During its two decades of establishment, LZS (MAIS) increased its excellence as a respected zakat institution by constantly strengthening its preaching work to ensure more people are fulfilling this pillar of Islam. Meanwhile, the distribution of zakat was also added to be comprehensive and effective to the eight asnaf set in al Quran through five major

development programs of the Asnaf namely Social Development, Education, Economics, Human and Development of Religious Institutions (Lembaga Zakat Selangor, n.d.).

1.2.2 Data on Fund Collection and Distribution of Zakat Funds by *Lembaga Zakat Selangor*

The collection and distribution of zakat funds by *Lembaga Zakat Selangor* continues to increase every year even though during the global Covid-19 pandemic. Regardless of the surge of poverty rate in Selangor region, the collection of zakat funds continued to increase. Data taken from the LZS website provide information on the collection and distribution of zakat funds from 2011 to 2021, but there no data could be found for the year 2022. The following table shows the collection and distribution of zakat funds by *Lembaga Zakat Selangor* in four years:

Table 1.1 Collection and Distribution of Zakat Funds by *Lembaga Zakat Selangor*

No	Year	Fund Collection	Distribution
1	2018	793.7 M	829.9 M
2	2019	855.1 M	868.3 M
3	2020	913.0 M	867.2 M
4	2021	992.9 M	922.3 M

1.2.3 Types of Zakat Distribution by *Lembaga Zakat Selangor*

The scope of LZS (MAIS) zakat distribution is based on what has been stipulated in Al-Quran. Asnaf as explained in verse 60, Surah At-Taubah:

إِنَّمَا الصَّدَقَاتُ لِلْفُقَرَاءِ وَالْمَسْكِينِ وَالْعَمِلِينَ عَلَيْهَا وَالْمُؤَلَّفَةِ قُلُوبُهُمْ وَفِي الرِّقَابِ وَالْغُرَمِينَ وَفِي سَبِيلِ اللَّهِ وَابْنِ السَّبِيلِ فَرِيضَةً مِّنَ اللَّهِ ۗ وَاللَّهُ عَلِيمٌ حَكِيمٌ

“Zakat is only for the poor and the needy, for those employed to administer it, for those whose hearts are attracted to the faith, for freeing slaves, for those in debt, for Allah’s cause, and for needy travelers. This is an obligation from Allah. And Allah is All-Knowing, All-Wise.”

There are 8 Asnaf Zakat

1. Fakir

One who lacks material possessions and means of subsistence; one who suffers and lacks the means to meet his or her daily needs.

2. Poor

Poor *Asnaf* is a Muslim with a wealth or income that can only meet more than 50 percent of his needs and dependents but still has not enough limits.

3. Fisabilillah

Fisabilillah is a struggle, effort and activity aimed at upholding and maintaining the religion of God.

4. Gharimin

Gharimin is a Muslim who owes his basic self and dependents or the interests of the people and has no ability to pay for it. Muslims who are in debt to meet the basic needs of their own or their dependents or those who are in debt to solve society's problems and need:

- 1) The debtor cannot explain his debt.
- 2) The debt should be in the case of a lecture.
- 3) Debt has reached a point to explain.

5. Riqab

Riqab is a person who is bound by a power or condition that is a hindrance to him or her for a better life.

6. Muallaf

Muallaf is someone who has recently embraced Islam or someone whose heart is defiled among those who have not embraced Islam or who need to be drawn to Islam or who can defend Muslims or who need to be secured against the Muslims.

7. Amil

Amil is a party appointed by Majlis Agama Islam Selangor (MAIS) to represent the DYMM Sultan to carry out zakat management tasks including collection and distribution.

8. Ibnu Sabil

Ibn Sabil is a Muslim who runs out of supplies while embarking on a journey or on a journey that benefits and complies with the law of Sharia provided that:

- 1) run out of supplies on the go.
- 2) unable to utilize their property to continue the journey.
- 3) Requires basic convenience in travel.

- 4) Left behind on the go

1.2.4 How to Pay Zakat to *Lembaga Zakat Selangor*

Lembaga Zakat Selangor provides eleven (11) ways to pay zakat in Selangor as follows:

1. e-Zakat Pay

Pay zakat through e-Zakat Pay which is an online financial transaction platform that connects banks in the matter of zakat payments to *Lembaga Zakat Selangor* (MAIS). Payment through this method is open to payers who have a savings or current account with a designated collection agent and register as an Internet banking facility user. Banks that provide zakat payments through e-Zakat pay are as follows:

- 1) AmOnline
- 2) CIMB Clicks
- 3) Perbankan Internet Bank Islam
- 4) OCBC Online Banking
- 5) PBeBank
- 6) iRakyat
- 7) Bill Payment
- 8) Perbankan Internet HSBC
- 9) Maybank2u
- 10) Alliance Islamic Bank

For zakat payment, payers only need to visit the e-zakat portal at www.zakatselangor.com.my and click on pay e-Zakat payment to pay zakat. The payers must first have an account at the banks involved before they can continue with payment. They need to follow the steps provided until complete.

2. Internet Banking

Payment through this method is open to payers who have a Savings or Current Account with a designated Collection Agent and register as an Internet banking facility user.

3. LZS Branch

There are 25 LZS branches around Selangor

4. Post Office

Payment of property zakat can also be made through the Malaysian postal counter around Klang Valley. Payers need to get the Zakat Payment Slip provided at the payment counter and complete the slip. Payment is made at the relevant Malaysian postal counter and payers need to keep a copy of the zakat payment slip for reference purposes.

5. Bank Counter

Payers can go directly to the bank counter appointed by LZS to pay zakat. Among the bank counters available are:

- 1) RHB Islamic Bank
- 2) AmBank
- 3) PosOnline
- 4) Bank Islam
- 5) Al Rajhi Bank
- 6) Agro Bank
- 7) Bank Rakyat
- 8) Bank Muamalat
- 9) BSN

These banks receive zakat payments at their counter. Payers can pay zakat at the domestic branches in Selangor by obtaining the zakat payment slip on display. The official receipt will be issued by LZS and will be posted directly to the payers' address.

6. Credit Card

An alternative channel to pay zakat is by using credit card. The LZS only accepts Islamic Credit Cards that fulfill the requirement of Sharia and that have been approved by the Selangor State Mufti Department. Among the Credit Cards received are:

- 1) Islamic Bank Card (Visa & Master)
- 2) Al-Taslif AmBank Credit Card (Visa & Master)
- 3) Bank Rakyat I-Card
- 4) Al-Ikhwan Maybank Islamic Credit Card
- 5) Al-Rajhi Bank Charge Card
- 6) Al-Aiman BSN Card

Payment using credit card can be made at all *Lembaga Zakat Selangor* counters.

7. Debit card

Debit cards can be used at all LZS counters. All debit cards issued by the local banks and Bank Al-Rajhi must have the MEPS logo and microchip.

8. *Berkah* Scheme or Salary Deduction

Berkah scheme offers service of zakat payment through a deduction of wages to make it easier for the public to pay zakat.

9. SMS

Zakat payment can also be done via SMS with Bank Islam. SMS service at the same time makes it a comprehensive and comprehensive banking alternative with Bank Islam. SMS allows you to access the zakat payment service provided through any mobile phone service network – 012, 013, 016, 017 or 019. The ways to use SMS service are as follows:

- 1) Sign up for Bank Islam's SMS service at ATM network of Bank Islam Malaysia Berhad (BIMB).
- 2) Convert the first SMS PIN received on your mobile phone.
- 3) Do your banking business.

10. Phone Banking

Using *Kawanku* Phone Banking to pay zakat at Lembaga Zakat Selangor

11. ATM machine

Payers only need to have a savings or current account at a particular bank:

- 1) Bank Islam Malaysia Berhad (BIMB)
- 2) Public Bank
- 3) OCBC Bank
- 4) RHB Bank
- 5) *Bank Simpanan Nasional*

Payers through ATM Machine facilities are advised to contact LZS (MAIS) Headquarters, Collection Process Unit Collection section after completion of payment transaction to facilitate the formal receipt posting process.

12. Agent Zakat Selangor

Zakat can be paid to the official agents appointed by LZS. They consist of audit firms, tax agents, companies, schools and so on.

1.2.5 Lembaga Zakat Selangor Organizational Structure

LZS is an institution below Duli Yang Maha Mulia Sultan Selangor that is responsible for the collection and distribution of zakat in Selangor.

Figure 1: *Lembaga Zakat Selangor* Organizational Structure



1.3 PROBLEM STATEMENT

The available literature on Zakat Marketing Strategy at Lembaga Zakat Selangor is sparse. Noteworthy studies by M. Syahrul Hidayat P. (2022) in Indonesia optimized zakat marketing mix elements, while Muallimatur R. (2019) emphasized implementing marketing concepts such as segmentation, targeting, and positioning. M. Furqan MD and M. Zen's (2023) analysis focused on digital marketing strategies for BAZNAS and LAZNAS, and Pertiwi Utami and Basrowi (2021) explored sharia marketing mix and digital marketing collaboration, concluding unique advantages. However, there remains a lack of specialized research specifically examining marketing strategies concentrating on the challenges and opportunities of zakat institutions utilizing the 7 Ps at LZS.

Therefore, specifically there are no researchers who specialize their research, examining marketing strategies with a focus on the challenges and opportunities of zakat institutions with the application of the 7 Ps at LZS. Data from the website of *Lembaga Zakat Selangor* show that the collection of zakat funds always increases every year. In the data starting from 2011 until 2021,

the collection of zakat funds increased from 394.1 million in 2011 to 451.3 million in the following year. It continued to increase and reached 855.1 million zakat funds in 2021. Different from the collection of zakat funds, the figures in the zakat distribution data dropped in 2017. Evidently, in 2016, the distribution of zakat funds amounted to 697.5 million and fell to 616.5 million in 2017. Then it increased quite high to 829.9 million in 2018, and 868.3 million in 2019 (Lembaga Zakat Selangor, 2023). Therefore, it can be concluded that LZS is able to increase the zakat collection by implementing the current strategy.

Although, zakat collection in 2021 reached over RM 993 million, that number represents only 26% eligible for zakat obligations (MalaysiaGazette,2022). The *Lembaga Zakat Selangor* has organized a program with the Managing Director of D'Herbs Holding (M) Sdn Bhd, Datuk Sri Aliff Syukri at Wisma PKPS on July 27, 2022. At the program, the Head of the LZS Employer Department, Mohd Hatta Zainal Abidin said, "Imagine that if we managed to increase to 50%, 80%, or 100%, we could get bigger, at least help more *asnaf* (beneficiaries) in need." he also said "Perhaps we should expand our marketing and public relations efforts so that LZS zakat payer funds grow from 30% to 40% to 50%." (Malaysia Gazette, 2022)

The collection of zakat funds at LZS increases every year but those who pay zakat only represent 26% of those eligible to carry out zakat obligations. One of the things that can increase the number of zakat payers is promotion. Another thing to be concerned about is how marketing strategies can increase the collection of zakat funds and *muzakki* at LZS. Until now, only a few studies have been conducted in the field of marketing related to zakat institutions. Therefore, there is a need to conduct more in-depth research on this matter.

Limited research exists on the Zakat Marketing Strategy at Lembaga Zakat Selangor, but valuable insights come from studies focusing on improving zakat marketing. Notably, M. Syahrul Hidayat P.'s 2022 research in Indonesia optimized the marketing mix, Muallimatur R.'s 2019 study emphasized segmentation and targeting, and M. Furqan MD and M. Zen's 2023 research analyzed

digital marketing for BAZNAS and LAZNAS. Despite a consistent increase in zakat funds collected by Lembaga Zakat Selangor, only 26% of eligible individuals fulfill zakat obligations. Discussions with LZS highlight the need for enhanced promotion and marketing strategies to increase zakat payers. Further research is crucial to address these challenges and optimize marketing approaches for zakat institutions.

1.4 RESEARCH OBJECTIVES

There are three (3) objectives of this research as follows:

1. To investigate the zakat marketing strategy developed by *Lembaga Zakat Selangor*.
2. To explore the opportunities for the implementation of zakat marketing strategies by *Lembaga Zakat Selangor*.
3. To explore the challenges of the implementation of zakat marketing strategies by *Lembaga Zakat Selangor*.

1.5 RESEARCH QUESTIONS

Based on the research objectives, three (3) research questions are formed as follows:

1. What is the zakat marketing strategy developed by *Lembaga Zakat Selangor*?
2. What are the opportunities in the implementation of zakat marketing strategy by *Lembaga Zakat Selangor*?
3. What are the challenges in the implementation of zakat marketing strategy by *Lembaga Zakat Selangor*?

1.6 SIGNIFICANCE OF THE STUDY

This research will contribute to the theory of zakat marketing strategy by looking more deeply into the opportunities and challenges in the implementation of zakat marketing strategy by LZS, which concept of research has not been done before. At LZS there is research on the determinants of the quality of zakat management, however its concept is different from the current research.

This research is expected to enrich academic literature and be a reference for deliberation amongst practitioners. It is also expected to provide insight into the importance of implementing marketing strategy even in non-profit religious institutions. This is hoped to increase creativity in attracting people to pay zakat. If the collection of zakat funds increases due to the implementation of effective marketing strategy, the distribution of zakat funds may also increase and reach out to many people. This research can help zakat institutions in Malaysia in order to optimize the collection of zakat funds so that people who get the distribution of zakat funds will increase, this will help the government in reducing poverty levels.

1.7 DEFINITION OF KEY TERMS

In order to grasp the crux of this research and its detailed discussion, there are several key terms that need to be understood as follows:

1. *Zakat* is one of the tools to reduce the percentage of poverty, utilized for the benefit of the people
2. *Marketing Strategy* is a way to attract the attention of the public to pay zakat so that it can clean the wealth of zakat payers, and the funds can be used for the benefit of the ummah
3. *Lembaga Zakat Selangor* is the place/location to pay zakat with the terms and conditions that have been determined

4. *Marketing Mix* is the theory that will be used to see and examine the marketing strategy more deeply. 7Ps of marketing mix consist of: Product, Promotion, Price, Place, People, Process and, Physical evidence.

1.8 STRUCTURE OF THESIS

This thesis proposal is divided into five parts. The first chapter focuses on the facts about LZS from its history to its organizational structure. Herein, the researcher identifies the marketing strategy implemented by LZS to get the attention of the community, as well as the opportunities and challenges in implementing the strategy. Besides, the researcher presents the research questions formulated, the significance of the research, and the definition of key terms.

The second chapter briefly reviews the findings of past research related to the same subject matter. Some of the arguments in those papers support the researcher's view on zakat marketing strategy implemented by LZS, the opportunities and challenges faced by LZS, as well as the theories and the overall conceptual framework that guide the current research.

Then, the third chapter provides a detailed introduction to the research methodologies used including the methods and design, interview components, data collection, data analysis, and evaluation criteria.

In addition, chapter four contains data collection and discussion. so that the discussion of the results of interviews with informants can be found in this chapter which will be summarized and get results that will be explained in the next chapter.

The last chapter is chapter five which will explain the results and researchers will draw conclusions written in this chapter, the last chapter will also contain suggestions for further research.

1.9 SUMMARY OF CHAPTER

This chapter aims to reveal that LZS is a zakat management institution whose zakat fund collection increases every year. Notwithstanding this positive indication, there are also some complaints towards LZS. From this, several questions will be developed and asked to the interviewees to get more in-depth information related to the subject being studied.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter mainly covers the marketing strategy of zakat as in the previous literature by focusing on a particular zakat institution, LZS. First, the researcher provides the background relating to the collection of zakat funds at LZS followed by the opportunities and challenges in the implementation of marketing strategy by the zakat institution. Then the researcher explains about the evaluation and benefits of zakat marketing strategy. The implementation of zakat marketing strategy by LZS is discussed in light of the theory of marketing mix. Last but not least the researcher presents the conceptual framework and summary of this chapter.

2.1.1 The Concept of Zakat

Zakat is mentioned 30 times in Al-Qur'an. 27 times are mentioned in the same verse as prayer, and only once is mentioned in the same context as prayer but not in the same verse. For instance, His words: "and those who are diligent in paying zakat" comes after the verse: "those who are solemn in prayer" (Al-Qur'an 23:2,4). Zakat is also known as Al-infaq which means 'giving', Al-Ma'un which means 'necessities', and Tha'am Al-Miskin which means 'feeding the poor'.

Zakat is one of the five pillars of Islam which is important for the socio-economic well-being. It is imposed on Muslims who are *mukallaf* (Muslim individuals who can already be subject to religious law). Allah says in the Qur'an surah At-Taubah 9: 11:

فَإِنْ تَابُوا وَأَقَامُوا الصَّلَاةَ وَآتَوْا الزَّكَاةَ فَاجْزُواكُمْ فِي الدِّينِ ۗ وَنُفِصِلُ الْثَابِتِ لِقَوْمٍ يَعْلَمُونَ ۙ ۱۱

"But if they repent, perform prayer, and pay alms-tax, then they are your brothers in faith. This is how We make the revelations clear for people of knowledge."

The term 'Zakat' denotes part of the property with certain requirements (Hafidhuddin and Pramulya, 2008). According to Ibn Taymiyyah, the soul of the person who gives zakat becomes clean and his wealth will increase as well. Alms are interpreted as zakat (Qardhawi, 2007) as follows, "alms is zakat and zakat is alms, different names but have the same meaning." The Qur'anic verse that discusses zakat but does not directly mention the word zakat is verse 103 from Surah at-Taubah:

خُذْ مِنْ أَمْوَالِهِمْ صَدَقَةً تُطَهِّرُهُمْ وَتُزَكِّيهِمْ بِهَا وَصَلِّ عَلَيْهِمْ إِنَّ صَلَاتَكَ سَكَنٌ لَهُمْ وَاللَّهُ سَمِيعٌ عَلِيمٌ ١٠٣

"Take from their wealth 'O Prophet' charity to purify and bless them, and pray for them—surely your prayer is a source of comfort for them. And Allah is All-Hearing, All-Knowing."

According to sharia, Zakat means the right that must be issued from the property. The Maliki school of thought defines it as "issuing a special portion of a special property that has reached the nisab (the limit of quantity that requires zakat) to those who are entitled to receive it with a record of full ownership and has reached the haul (one year), not mining or agricultural goods" (Qardhawi, 2007).

Basically, zakat is obligatory in Islam with a lot of legal bases in accordance with Islamic sharia among others:

1. Al-Qur'an

Zakat is discussed in Surah At-Taubah. Surah At-Taubah describes a group of people who confess their sins and repent to God. It is known that the cause of their sin is wealth, so in the surah, verse 103, it is stated that zakat payment is the form of their repentance and obedience. Some verses of Al-Qur'an that use the word 'zakat' either directly or indirectly are as follows:

Surah Al-A'raf verse 156

وَأَكْتُبُ لَنَا فِي هَذِهِ الدُّنْيَا حَسَنَةً وَفِي الْآخِرَةِ إِنَّا هُدْنَا إِلَيْكَ قَالَ عَذَابِي أُصِيبُ بِهِ مَنْ
أَشَاءُ وَرَحْمَتِي وَسِعَتْ كُلَّ شَيْءٍ فَسَأَكْتُبُهَا لِلَّذِينَ يَتَّقُونَ وَيُؤْتُونَ الزَّكَاةَ وَالَّذِينَ هُمْ
بِآيَاتِنَا يُؤْمِنُونَ ١٥٦

Means: *Ordain for us what is good in this life and the next. Indeed, we have turned to You in repentance.* Allah replied, *“I will inflict My torment on whoever I will. But My mercy encompasses everything. I will ordain mercy for those who shun evil, pay zakat, and believe in Our revelations.*

In this verse, Allah informs all mankind that He will impose punishment both in this world and in the hereafter on whom he wants. He will also give his grace to whom he wants. The mercy of Allah is indeed for people who have taqwa, those who obey the commands of Allah, including those who pay zakat.

Surah Maryam: 31

وَجَعَلَنِي مُبَارَكًا أَيْنَ مَا كُنْتُ وَأَوْصَانِي بِالصَّلَاةِ وَالزَّكَاةِ مَا دُمْتُ حَيًّا ۝ ٣١

“He has made me a blessing wherever I go, and bid me to establish prayer and give zakat as long as I live.”

Surah Maryam is one of the surahs that mentions zakat right after salah. Prayer is an obligation of all Muslims, and so is zakat, a command of Allah that must be carried out by those who fulfill the conditions.

Surah Al-Anbiya: 73

وَجَعَلْنَاهُمْ أئِمَّةً يَهْدُونَ بِأَمْرِنَا وَأَوْحَيْنَا إِلَيْهِمْ فِعْلَ الْخَيْرَاتِ وَإِقَامَ الصَّلَاةِ وَإِيتَاءَ الزَّكَاةِ
وَكَانُوا لَنَا عَابِدِينَ ۝ ٧٣

“We also made them leaders, guiding by Our command, and inspired them to do good deeds, establish prayer, and pay zakat. And they were devoted to Our worship.”

Verse 73, Surah Al-Anbiya mentions about leaders who are guided by Allah to perform prayers and pay zakat.

Surah At-Taubah: 60

إِنَّمَا الصَّدَقَتُ لِلْفُقَرَاءِ وَالْمَسْكِينِ وَالْعَمَلِينَ عَلَيْهَا وَالْمُؤَلَّفَةِ قُلُوبُهُمْ وَفِي الرِّقَابِ
وَالْغُرَمِينَ وَفِي سَبِيلِ اللَّهِ وَأَبْنِ السَّبِيلِ فَرِيضَةً مِّنَ اللَّهِ وَاللَّهُ عَلِيمٌ حَكِيمٌ ٦٠

“Zakat is only for the poor and the needy, for those employed to administer it, for those whose hearts are attracted to the faith, for freeing slaves, for those in debt, for Allah’s cause, and for needy travelers. This is an obligation from Allah. And Allah is All-Knowing, All-Wise.”

This verse mentions those who are entitled to receive zakat comprising of eight categories. These eight groups are determined by Allah SWT based on the urgency of their respective needs.

The following are the verses of Al-Quran which technically imply zakat but do not mention the word directly.

Surah At-taubah: 103

خُذْ مِنْ أَمْوَالِهِمْ صَدَقَةً تُطَهِّرُهُمْ وَتُزَكِّيهِمْ بِهَا وَصَلِّ عَلَيْهِمْ إِنَّ صَلَاتَكَ سَكَنٌ لَهُمْ وَاللَّهُ سَمِيعٌ عَلِيمٌ ١٠٣

“Take from their wealth O Prophet charity to purify and bless them, and pray for them surely your prayer is a source of comfort for them. And Allah is All-Hearing, All-Knowing.”

This verse explains how to cleanse sins by giving zakat.

Surah Adh-Dzariat: 19

وَفِي أَمْوَالِهِمْ حَقٌّ لِّلسَّائِلِ وَالْمَحْرُومِ

“And in their wealth there was a rightful share fulfilled for the beggar and the poor.”

Surah Al-An’am: 141

وَهُوَ الَّذِي أَنشَأَ جَنَّاتٍ مَّعْرُوسَاتٍ وَعَيْرَ مَعْرُوسَاتٍ وَالنَّخْلَ وَالزَّرْعَ مُخْتَلِفًا أَكْلُهُ
وَالزَّيْتُونَ وَالرُّمَّانَ مُتَشَابِهًا وَغَيْرَ مُتَشَابِهٍ كُلُوا مِن ثَمَرِهِ إِذَا أَثْمَرَ وَءَاتُوا حَقَّهُ يَوْمَ
حَصَادِهِ وَلَا تُسْرِفُوا إِنَّهُ لَا يُحِبُّ الْمُسْرِفِينَ ١٤١

"It is He who has made gardens with and without trees, palm trees, plants of various fruits, olives and pomegranates similar in shape and taste. Eat its fruit and fulfill its right on the day of harvest (by giving it in charity to the poor), and do not waste it. Verily, Allah does not like those who are wasteful."

2. Al-Hadith

Zakat is one of the pillars of Islam as explained by Prophet Muhammad S.A.W in a hadith:

قَالَ النَّبِيُّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ: {الزَّكَاةُ قِنطَرَةُ الْإِسْلَامِ}

The Prophet said, "Zakat is the bridge of Islam." This Hadīth was narrated by Imam Ath-Thabarani from Abu Ad-Darda' r.a. and by Imam Al-Baihaqi from Ibn Umar r.a.

عَنْ أَبِي عَبْدِ الرَّحْمَنِ عَبْدِ اللَّهِ بْنِ عُمَرَ بْنِ الْخَطَّابِ رَضِيَ اللَّهُ عَنْهُمَا قَالَ: سَمِعْتُ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ يَقُولُ: " بُنِيَ الْإِسْلَامُ عَلَى خَمْسٍ: شَهَادَةٌ أَنْ لَا إِلَهَ إِلَّا اللَّهُ وَأَنَّ مُحَمَّدًا رَسُولُ اللَّهِ، وَإِقَامُ الصَّلَاةِ، وَإِيتَاءُ الزَّكَاةِ، وَحَجُّ الْبَيْتِ، وَصَوْمُ رَمَضَانَ

Abu Abdul Rahman, Abdullah ibn Umar Radhiallahu 'anhuma, said: I have heard the Messenger of Allah s.a.w say: Islam is founded on five (things) - Testifying that there is no god but Allah, and that Muhammad is the Messenger of Allah, establishing prayer, giving zakat, making the pilgrimage to the house of Allah and fasting in the month of Ramadan. (HR. Bukhari and Muslim)

وَقَالَ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ: { حَصِّنُوا أَمْوَالَكُمْ بِالزَّكَاةِ وَدَاوُوا مَرْضَاتِكُمْ بِالصَّدَقَةِ وَأَعِدُّوا لِلْبَلَاءِ الدُّعَاءَ

The Prophet Muhammad s.a.w said: "Guard your wealth with zakah, cure the sick among you with charity, and prepare for calamities with supplication." This Hadith was narrated by Imam Ath-Thabarani, Imam Abu Nuaim, and Imam Al-Khathib from Ibn Mas'ud ra.

Based on the Islamic law derived from Al-Qur'an and Hadith, zakat is a religious obligation that must be carried out by people fulfill all the criteria to pay zakat. Failure to do so may lead to sin and bad consequences. The implementation of zakat can be done through the institution established by the government, for instance, LZS.

2.1.2 Marketing Strategy

The goal of marketing is to recognize and satisfy social and human needs. The phrase "meeting needs profitably" is one of the best and quickest definitions of marketing. Ten different categories of entities are marketed by marketers: products, services, experiences, events, people, locations, properties, businesses, information, and ideas (Kotler and Keller, 2008). The goal of marketing within a company is to create, communicate, and deliver value to consumers as well as to manage customer relationships in a way that is advantageous to the firm as a whole and its stakeholders. Marketing executives must think like executives in other departments to build a good marketing organization, and executives in other departments must think more like marketers.

A marketing strategy refers to a company's comprehensive strategy for attracting potential customers and converting them into buyers of their goods or services. A marketing plan includes high-level components including the company's value proposition, important brand message, demographic information on the target market, and so on (Barone, 2022). The four Ps of marketing product, price, place, and promotion are all addressed in a full marketing strategy. The ultimate aim of a marketing strategy is to identify and communicate a sustainable competitive advantage over competitors (Barone, 2022).

2.1.3 Opportunities and Challenges on Marketing Strategies in Zakat Institutions

There are opportunities and challenges in marketing strategies in zakat institutions, here are some points:

- a) What is the zakat marketing strategy developed at zakat institution?

According to Luntoharjo and Hasan (2023), utilizing technology is an effort to improve zakat management which is expected to optimize the fundraising of zakat and its distribution to build people's trust. The need for improvement, where programs initiated by zakat institutions can overcome problems and challenges through the achievement of Maqasid Sharia so that the funds managed can be maximally utilized according to Islamic teachings (Mahmood et al, 2021). So through the right program and utilize technology as a marketing strategy to improve zakat management.

b) What are the opportunities of zakat marketing strategy at zakat institution?

Luntajo and Hasan (2023) said by leveraging technological advances, the proposed framework aims to address existing opportunities in zakat institutions regarding transparency, accountability, and efficiency in zakat management, which in turn can maximize the impact of zakat in poverty alleviation and socio-economic development. Hence, it cannot be denied that technology is an opportunity that currently must be utilized properly to get maximum results.

c) What are the challenges of zakat marketing strategy at zakat institution?

Mahmood et all (2021) said about the challenges of zakat institutions in Malaysia: Although various strategies have emerged and assistance has been provided, the fulfillment of Maqasid Syariah is still very much lacking as identifying eligible recipients from the database of potential recipients is quite challenging. The study illustrates that those who no longer have a business are still dependent on the monthly assistance of zakat. This uses up potential venture capital resources that could be used to generate long-term income for the whole community, instead of being used as a handout.

Luntajo and Hasan (2023) The distribution of zakat funds is also a major challenge in Indonesia (Sandika et al., 2023). While zakat is primarily intended to support people who fall under the eight asnaf, there is a lack of effective mechanisms to ensure funds reach the intended recipients. Issues such as corruption, misallocation, and inadequate monitoring systems hinder the equitable distribution of zakat, limiting its impact on poverty alleviation and socioeconomic development. development.

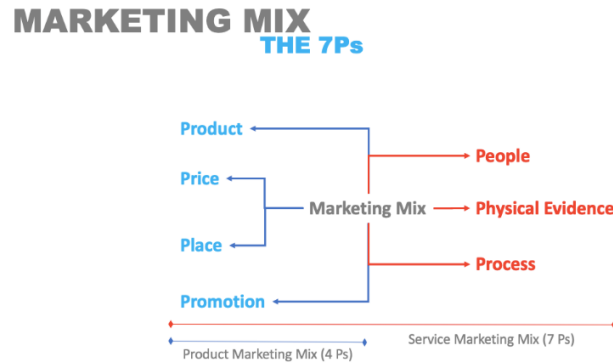
So from these two studies, the challenge that exists in both countries in their zakat institutions is the distribution that is still not appropriate.

2.2 THEORY INVOLVED

Product, price, promotion, and place make up the four Ps. These are the main elements that go into marketing a product or service. When developing a new business idea, assessing an existing offer, or attempting to maximize sales with a target market, the four Ps can be used. It can also be used to test an existing marketing plan with a new target market (Barone, 2022)

7Ps is used because it is appropriate to see the implementation of marketing strategies at LZS. 7Ps consists of Product, Promotion, Price, Place, People, Process, Physical evidence. the following are the opinions of several experts regarding the 7Ps marketing mix:

Figure 2: Marketing Strategies and Organizational Structures for Service Firm



source: Booms, B. and Bitner, M. J. (1981) "Marketing Strategies and Organizational Structures for Service Firms"

2.2.1. Product

As Kotler & Armstrong (2008) A product is anything that can be offered to the market to attract attention, acquisition, use or consumption that can satisfy a want or need. Furthermore, products in a broad sense include physical objects, services, ways, people, places, organizations, ideas or a mix of these entities (Adhaghassani, 2016, p. 14) and according to Booms & Bitner (1982) refers to what the company produces (whether it is product or service, or a combination of both) and is developed to meet the core need of the customer – for example, the need for transport is met with a car. The challenge is to create the right ‘bundle of benefits that meet this need (Oxford College of Marketing, n.d.).

An additional perspective that can be derived from the above opinions is that a product is not limited to physical goods or services alone but also encompasses various other entities such as ways, people, places, organizations, and ideas. This illustrates the diversity of products and the business's ability to meet customer needs and desires in various creative and innovative ways. Furthermore, the focus on creating the right "bundle of benefits" that aligns with customer needs underscores the importance of designing products or services that provide significant added value to consumers.

2.2.2. Price

Price according to Kotler & Armstrong (2008) is the amount of money billed, for a product or service or the amount and value that customers exchange to obtain benefits and own or use a product and service. product or service or the amount and value that customers exchange to obtain benefits and own or use a product and service (Adhaghassani, 2016). As Booms & Bitner (1982) the price is the only revenue-generating element of the mix, all other marketing activities represent a cost. It's important to get the price right to not only cover costs but generate profit! Before setting prices, we need to research information on what customers are willing to pay and gain an understanding of the demand for that product/service in the market (Oxford College of Marketing, n.d.).

The statements highlight the critical role of pricing in the marketing mix. According to Kotler & Armstrong, price represents the monetary value that customers are willing to exchange for the benefits they receive from a product or service. This perspective emphasizes the importance of aligning the price with the perceived value of the offering in the eyes of the customer.

The other hand, Booms & Bitner emphasize that price is the primary revenue-generating element in marketing, making it a key factor in a company's profitability. It underscores the significance of not only covering costs but also generating a profit through pricing strategies.

Moreover, the mention of researching customer willingness to pay and understanding market demand reinforces the idea that pricing decisions should be data-driven and customer-centric. This involves analyzing market conditions and customer preferences to determine the optimal price point. In conclusion, these statements collectively highlight that pricing is a strategic element in marketing, where setting the right price is crucial not only for covering costs but also for maximizing profitability while meeting customer expectations.

2.2.3. Place

According to Suryana (2013), an attractive place for consumers is the most strategic, pleasant, and efficient (Adhaghassani, 2016). As Booms & Bitner (1982) This is the 'place' where customers make a purchase. This might be in a physical store, through an app or via a website. Some organisations have the physical space, or online presence to take their product/service straight to the customer, whereas others have to work with intermediaries or 'middlemen' with the locations, storage and/or sales expertise to help with this distribution. The decisions to be made in this element of the marketing mix concern which intermediaries (if any) will be involved in the distribution chain and also the logistics behind getting the product/service to the end customer, including storage and transportation (Oxford College of Marketing, n.d.).

Based on the statements provided, it's evident that creating an attractive place for consumers is essential in marketing. Suryana (2013) highlights that an attractive place should be strategic, pleasant, and efficient. This implies that the location where customers interact with a product or service should be carefully chosen and optimized to enhance the overall customer experience.

Booms & Bitner (1982) emphasize that the concept of "place" in the marketing mix is not just limited to physical stores but also includes digital channels such as apps and websites. This underscores the importance of adapting to modern consumer preferences and technology by offering products and services through various distribution channels.

Moreover, the mention of intermediaries or middlemen in the distribution chain highlights that some businesses may need third party partners with expertise in locations, storage, or sales to effectively reach their target audience. This decision involves selecting the right distribution partners and managing logistics efficiently.

These statements collectively emphasize the significance of place or distribution strategy in marketing. It's about ensuring that customers can access products or services

conveniently, whether through physical locations, online platforms, or intermediaries. An effective strategy not only enhances customer satisfaction but also plays a crucial role in a company's overall success by reaching a wider audience and optimizing the distribution process.

2.2.4. Promotion

According to Booms & Bitner (1982) Promotion in marketing mix is about communicating messages to customers, whichever stage they are in the buyer journey, to generate awareness, interest, desire, or action. Promotion has different tools for communication with varying benefits. Advertising is good for raising awareness and reaching new audiences, whereas personal selling using a sales team is great for building relationships with customers and closing a sale. Communicate to other stakeholders too like shareholders and the wider public to build company reputation. The same principles apply to choose the right tools and media that fit with the company goal (Oxford College of Marketing, n.d.).

Kotler and Armstrong (2008) promotion mix is also called the marketing communication mix. It is a specific mix of advertising, sales promotion, public relations, personal selling, and direct marketing tools that companies use to persuasively communicate customer value and build customer relationships (Adhaghassani, 2016).

The two perspectives provided emphasize the vital role of promotion in the marketing mix. Booms & Bitner (1982) underscore the importance of effective communication with customers at different stages of the buyer journey. They highlight that promotion includes various tools for communication, such as advertising for raising awareness, personal selling for building relationships and closing sales, and communication with other stakeholders to enhance the company's reputation. The key takeaway here is that the choice of promotional tools and media should align with the company's goals and target audience.

Kotler and Armstrong (2008) refer to the promotion mix as the marketing communication mix, which comprises a specific combination of advertising, sales promotion, public relations, personal selling, and direct marketing tools. Their perspective focuses on how these tools are used to persuasively communicate customer value and foster customer relationships.

However, Promotion is not just about advertising but involves a comprehensive strategy that encompasses various communication tools and techniques. It's about effectively conveying the value of products or services to customers and building lasting relationships. The choice of promotional elements should be strategic, aligning with both customer needs and the company's overall marketing objectives. Successful promotion plays a critical role in creating brand awareness, influencing customer decisions, and ultimately driving business growth.

2.2.5. People

The opinion of Booms & Bitner (1982) A company's people are at the forefront when interacting with customers, taking and processing their enquiries, orders and complaints in person, through online chat, on social media, or via the call center. They interact with customers throughout their journey and become the 'face' of the organization for the customer. Their knowledge of the company's products and services and how to use them, their ability to access relevant information and their everyday approach and attitude need to be optimized. People can be inconsistent but with the right training, empowerment, and motivation by a company, they can also represent an opportunity to differentiate an offering in a crowded market and to build valuable relationships with customers (Oxford College of Marketing, n.d.).

The people in marketing mix deals with resource planning, job specification, job description, recruitment, employee selection, employee training, and work motivation (Adhaghassani, 2016). Both perspectives provided emphasize the crucial role of people in an

organization, particularly in the context of customer interaction and marketing. Booms & Bitner (1982) stress the importance of employees as they are often the first point of contact with customers, representing the organization and influencing the customer experience. Their knowledge, accessibility, and attitude play a significant role in shaping customer perceptions. The authors rightly point out that well-trained and motivated employees can set a company apart in a competitive market and foster valuable customer relationships.

On the other hand, Adhaghassani (2016) elaborates on the specific aspects of people within the marketing mix, highlighting that it involves resource planning, job specification, job description, recruitment, employee selection, training, and motivation. This perspective underscores the systematic and strategic approach needed to manage human resources effectively in the context of marketing.

In essence, People are not just employees but ambassadors of the brand and key drivers of customer satisfaction. Organizations should invest in their people by providing the necessary training, empowerment, and motivation to ensure consistent and positive customer interactions. A well-managed and motivated workforce can contribute significantly to a company's success by creating strong customer relationships and delivering exceptional customer experiences, which are essential in today's competitive business landscape.

2.2.6. Process

As Jay Hezer (2006) process is finding a way to produce goods and services that meet customer requirements and product specifications within cost and other managerial constraints. The process chosen will have a long-term impact on efficiency and production, as well as on cost flexibility and the quality of goods produced. Therefore, much of a company's strategy is determined during these process decisions (Adhaghassani, 2016).

Meanwhile, according to Booms & Bitner (1982) all companies want to create a smooth, efficient, and customer-friendly journey and this cannot be achieved without the

right processes behind the scenes to make it happen. Understanding the steps of the customer journey from asking a question online to requesting information and making a product purchase helps to consider what processes need to be in place when ensuring customers have a positive experience. make our processes more efficient? All of these considerations help build positive customer experience (Oxford College of Marketing, n.d.).

The insights provided by Jay Hezer (2006) and Booms & Bitner (1982) emphasize the pivotal role of processes in achieving customer satisfaction and overall business success. Jay Hezer (2006) highlights that processes are instrumental in producing goods and services that align with customer requirements, product specifications, and managerial constraints. The choice of processes can have long-term implications for efficiency, production, cost flexibility, and product quality. Therefore, process decisions are a fundamental aspect of a company's strategy. This perspective underscores the strategic importance of optimizing internal processes to meet customer needs while maintaining cost-effectiveness.

Booms & Bitner (1982) complement this view by emphasizing that a smooth, efficient, and customer-friendly journey is essential for creating positive customer experiences. Understanding and mapping the customer journey, from initial inquiries to the final purchase, enables organizations to identify the necessary processes required to ensure a seamless and satisfying experience for customers. These perspectives collectively underscore the significance of process optimization in marketing and customer experience management. Efficient and well-designed processes are crucial for meeting customer expectations, enhancing overall satisfaction, and ultimately driving business success. Organizations that focus on aligning their internal processes with customer needs are better positioned to build strong customer relationships and foster positive customer experiences, which are vital in today's competitive marketplace. Therefore, the strategic consideration of processes is essential for any company aiming to deliver exceptional customer value.

2.2.7. Physical Evidence

According to Booms & Bitner (1982), Physical evidence provides tangible cues about the quality of the experience a company offers. This can be particularly useful when customers have never purchased from the organization before and need reassurance or are expected to pay for services before they are delivered. For example, in a restaurant, physical evidence can include the surroundings, staff uniforms, menus, and online reviews to show the experience that can be expected. For an agency, the website itself holds valuable physical evidence ranging from testimonials to case studies, as well as contracts awarded to the company to represent the services they expect to deliver (Oxford College of Marketing, n.d.).

Physical evidence is a state or condition which also includes the atmosphere. Environmental characteristics are the most visible aspect in relation to the situation. What is meant by this situation is the situation and condition of the geography and environment of the institution, decoration, room, sound, aroma, light, weather, placement, and layout that appears as an object (Adhaghassani, 2016).

The viewpoints of these two previous experts emphasize the importance of the physical environment and sensory experiences in customer interactions. Businesses and institutions should pay attention to the physical evidence they present to customers, both in physical spaces and online. A thoughtfully designed and attractive environment, along with sensory cues that align with the brand identity, can enhance the overall customer experience and contribute to a positive perception of the organization. This is an important aspect of modern marketing and customer relationship management, as it influences customer loyalty and repeat business.

The conclusion of the 7ps marketing mix is a crucial framework in marketing management encompassing product, price, place, promotion, people, process, and physical evidence. Products must be designed to meet customer needs, prices tailored to the value offered, places enabling convenient customer access, promotions effectively communicating with customers, people within the organization well-trained and motivated, processes

efficiently to maximize quality, and physical evidence providing tangible cues of experience. These elements are interrelated and contribute to creating a positive customer experience, building a strong brand, and achieving business success in a competitive marketing landscape.

2.3. SUMMARY OF CHAPTER

This chapter mainly introduces the themes of past literature relating to zakat, marketing, marketing strategy as well as the theory that is applied in this study encompassing the four aforementioned Ps. With this understanding, the researcher hopes to conduct a deeper exploration of zakat marketing strategy implemented by LZS.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The technique and methodology used in this research will be discussed in this section. The researcher will then provide an elaboration on the criteria used to select participants, the focus groups and interviews used to gather data, and the process used to analyze the data. In addition, by developing a narrative and utilizing internal validity, the researcher will adopt specific criteria for evaluating the quality of the research. Lastly, ethical consideration will be emphasized over ethical worry to minimize some concerns.

3.2 QUALITATIVE RESEARCH APPROACH

The simplest definition of qualitative research is the collection and analysis of words as data in various ways. Contrarily, quantitative research employs numerical data and applies statistical methods to examine it. Both methods (of data collecting or analysis) and a larger framework for doing research are referred to as qualitative research (Braun & Clarke, 2013).

The current research will be carried out by using qualitative method which will integrate theory and data, and further examine the value of data, which is useful in academics. Although the structure, organization, and flexibility of the previously formulated research questions can be modified, the primary goal of the study will not be altered. The method gives advantages in terms of being formable in finding answers to research questions and solutions to research problems. It offers a plan for data collection and for full investigation through an in-depth analysis. Unlike

quantitative analysis, the qualitative method does not test and validate the hypothesis from a significant number of digital data sources.

3.3 PARTICIPANT SELECTION CRITERIA

Staff members and muzakki used as research subjects (zakat payers). Purposive sampling is frequently employed in qualitative research with the goal of producing insights and a thorough grasp of the subject at hand. Selecting data cases (participants, texts) for analysis based on their potential to yield a wealth of information is known as purposeful sampling:

1. LZS staff who have been working at LZS for at least 3 years
2. Zakat payers who have paid zakat at LZS for at least the past 2 years

The time is set at 2 years for zakat payers (muzakki) and 3 years for amil because in that time is considered sufficient as a guest of this study, this time difference is due to the employees of zakat institutions need more time as executors and to learn their duties, while zakat payers (muzakki) are given a two-year criterion as a form of precaution if there are sources who only pay zakat fitrah at the selangor amil zakat institution, so if 2 years are determined in the criteria, at least they have paid zakat at the selangor amil zakat institution more than once.

Common strategies that are frequently used in convenience sampling include snowballing and friendship pyramiding. They entail constructing the sample using the researcher's and other participants' networks. The most typical instance of snowballing is when a participant is asked whether they know of any other people who would be interested in participating (Patton, 2005).

3.4 PARTICIPANTS' FOCUS

The snowball method, which is comparable to random sampling, was used to find participants. They are unknown to the researcher before the study begins, hence close the door on being bias in choosing the participants. In order to obtain their consent and ensure that they fulfill the requirements as participants, the researcher set a meeting with them. This study protects the privacy of the personal information of participants. Thus, the researcher refer to them by the capital letters in reporting the data.

3.5 DATA COLLECTION PROCEDURES

This research used a method that was believed most suitable for this research namely face-to-face interview. In addition to allowing participants to communicate their actual feelings and experiences in an open and face-to-face setting, the interview approach utilized in this study can better capture the conventional aspects of the response in this context.

Face-to-face interview applied in this study entails a focused interview with the participants which aims at producing conclusions that are both focused and in-depth. In-depth interview presumes that participants have specific, valuable knowledge about the social world that can be ascertained through verbal dialogue, and hence employs participants as the starting point for the research process. Qualitative interview can be used to produce exploratory, descriptive, and explanatory data that may or may not lead to theories, according to a study by done Hesse & Leavy (2006).

Some qualitative methodologists, such as Creswell (2007), understand that in qualitative research, the focus is more on the richness of information obtained from each participant than on the total number of participants. Therefore, in some qualitative research, participation with less

than 10 people can be considered adequate if the selection of participants and the data obtained meet the research objectives.

LZS data collection can also be seen through social media and websites that can be accessed online in general, so this study will collect, use data obtained from LZS social media such as Instagram, Facebook, X/Twitter and their website. So, with the collection of data through interviews and also from social media and website will make the data collected can support the achievement of the objectives of this study. This research uses seven respondents including five muzakki and two amil.

3.6 DATA ANALYSIS

Data for this research are gathered through interview process. The information from the interview was recorded, properly transcribed, and then read line by line while categorizing, coding, and looking for patterns. The researcher will determine whether the information is relevant to the study's questions. After processing the data, findings from data analysis are attained.

The analytical approach used in this study is narrative analysis (NA). In this type of analysis, the researcher concentrates on a particular subject and examines data gathered through case studies, questionnaires, observations, or other comparable techniques. The researcher compiles the results in written form, which are subsequently reviewed and examined (Harappa, 2021).

Narrative research (also referred to as narrative analysis) is a group of methodologies that concentrate on the narratives people make to explain and characterize various elements of their life (Riessman and Quinney 2005; Kim and Latta 2009; Ntinda, 2020). Several types of narrative inquiry have been proposed: relational, lived, therapy, and autobiographical. While the researcher and participants form a collaborative relationship, a variety of data gathering techniques can be used in story research. Autobiographical writing, documents like lesson plans and bulletins, journals, field notes, interview transcripts, observations, storytelling, letter writing, drawings,

metaphors, and personal philosophies are just a few examples of the different ways that data can be gathered (Ntinda, 2020).

Interview is a common essential research tool in the majority of narrative studies. Data are transcribed, and after being made available to the participant for additional discussion, the transcripts of the interview become a part of the narrative record. The individual thus views his or her own life story as a string of significant, causative occurrences. Participants' journals are another type of data source in narrative research (Ntinda,2020).

Another notable aspect of narrative analysis is that there is no rule in succession that defines steps in the sense of "method." The narrative analysis approach is a technique that values the application of practical knowledge derived from the study of experience (Frank, 2010).

The data will be sorted and analyzed by the researcher in light of the real scenario, and conclusions will be made. According to the criteria for selection of participants, this study will use narrative analysis to support the conclusions.

3.7 CRITERIA JUDGING THE QUALITY OF RESEARCH DESIGN

Techniques are employed to confirm the reliability and quality of the information collected. Internal validity and construct narratives are appropriate for this study. Internal validity is a measure for how effectively a study is structured and how correctly the findings represent the population being studied. How useful the findings are in practical situations is known as external validity (Cuncic, 2022). These two ideas enable the researcher to assess the validity and significance of a research study's findings.

1. Construct Validity

Construct validity refers to the extent to which inferences can be legitimately made from operationalizations in research to the theoretical constructs on which those operationalizations are based (William M.K, 2023). The experimental proof that a test is measuring the concept it purports to be measuring is what is known as construct validity. A differential-group research might be used for such an experiment, in which the test results for two groups, one that has the construct and the other that does not, are compared. The test's construct validity is stated to be demonstrated if the group using the construct performs better than the group not using it (Brown, 2000).

The purpose of using regression analysis is to assess whether the researcher's measurement can actually predict the outcome she theoretically expects. Regression analysis that supports the researcher's expectations will strengthen the claim of construct validity.

2. Internal Validity

- 1) Conclusions are warranted.
- 2) Controls extraneous variables.
- 3) Eliminates alternative explanations.
- 4) Focus on accuracy and strong research methods.

Internal validity is important because, once established, it enables the exclusion of other explanations for a finding. Internal validity is not a yes-or-no concept. Instead, the researcher considers how confident she can be in her findings based on whether she has avoided any potential pitfalls that might cast doubt on them. The internal validity is higher, and the researcher's level of confidence is higher when there is less of a chance for "confounding."

In other words, the researcher can only be sure that a study is internally valid if she can rule out competing theories as to why the results occurred. For a research study to assume cause and effect, three conditions must be met:

- 1) The cause preceded the effect in terms of time.
- 2) The cause and effect vary together.
- 3) There are no other likely explanations for the relationship observed.

3.8 ETHICAL CONSIDERATIONS

Due to the characteristics of qualitative research, it might be ethically difficult for the researcher who is intimately involved in various stages of the research to contact participants. Thus, it would seem crucial to develop special ethical standards in this area. Ethical considerations in research are a set of rules on how to conduct and design research. While gathering information from individuals, scientists and researchers must always abide by a set of ethical principles (Bhandari, 2022).

Therefore, the researcher will inform and discuss the interviewees' names and the presentation of all kinds of information with them during recruitment. They should come to an understanding before the research officially begins. The researcher will also give the interviewees a sheet stating that the information will remain anonymous and confidential and will be destroyed after the data analysis is finished. In addition, during the focus conversation, interviewers are allowed to ask any questions, and all queries will be addressed. To reduce risk or potential injury to participants, the researcher will employ every tool at their disposal.

3.9 SUMMARY OF THE CHAPTER

This chapter covers the discussion on research methodology inclusive of the research method and research design, participant selection criteria, methods of data collection, and data analysis steps. It also provides an appropriate assessment of the quality and validity of the research design in accordance with the research method. The ethics of all social research are also covered in this

chapter. This chapter serves as a bridge connecting the present to the future. A research approach is developed that opens the way for the subsequent chapters based on the study directions of the first two chapters, the research questions, and the collaboration of prior literature and associated theories.

CHAPTER FOUR

FINDING & DISCUSSION

4.1 INTRODUCTION

This report presents the findings of the study. The discussion begins with an analysis of the descriptive profile of the respondents, which reveals important information about the participants. The descriptive profile of the respondents reveals important information about the participants. The following research findings are based on the research objectives. introduces some of the findings based on the transcription, organization, and analysis of the data collected in the previous chapter and combines the data information and findings with previous literature and the researcher's reflections to generate some discussion and conclusions..

4.2 BACKGROUND OF THE RESPONDENTS

A total of seven people participated in the interview to collect data. five people are Muzakki who pay their zakat at LZS and two people are Amil from LZS. All participants have different backgrounds. The following is a summary participant information of respondents who have been interviewed:

Table 4.1 Participant information

<i>No</i>	<i>Participant</i>	<i>Gender</i>	<i>Employment</i>	<i>Zakat</i>
1	Amil 1	Male	Amil LZS	-
2	Amil 2	Male	Amil LZS	-
3	Muzakki 1	Female	University Staff	<i>Al-Mal al- Mustafad</i>
4	Muzakki 2	Female	Account Executive	<i>Fitrah</i>
5	Muzakki 3	Female	Housewife	<i>Fitrah</i>
6	Muzakki 4	Female	Government	<i>Al-Mal al- Mustafad</i>
7	Muzakki 5	Male	Zeng Services & Resources	<i>Al-Mal al- Mustafad</i>

4.3 RESULTS OF THE STUDY

The interview data in this study reported based on the Research Objectives as the followings :

(RO) 1 : To investigate the zakat marketing strategy developed by *Lembaga Zakat Selangor*.

(RO) 2 : To explore the opportunities for the implementation of zakat marketing strategies by *Lembaga Zakat Selangor*.

(RO) 3 : To explore the challenges of the implementation of zakat marketing strategies by *Lembaga Zakat Selangor*

The researcher started with the following questions in line with the research objectives. The interview results for this research will have two points of view: what muzakki pay attention to in their daily lives and what amil do as their duty. The following are questions about marketing strategies at LZS that researchers asked the interviewees, and there is also a table that presents the coding of LZS marketing strategies, opportunities, and challenges from the research objectives and research questions. This coding is all derived from research questions and paves the way for the refinement of data collection. Getting responses from most respondents on each topic is a good example of direct responses to the three research questions.

4.3.1 Zakat Marketing Strategy by *Lembaga Zakat Selangor*.

Research Question (RQ) 1: What is the zakat marketing strategy developed by Lembaga Zakat Selangor?

Table 4.3.1 Major and Sub Coding for Research Question (RQ) 1.

Main Coding	Sub Coding	RQ	Quotations' Frequency	Participant
Strategy Marketing LZS	Location	1	5/7	M1,M2,M3, M4, A1
	Brochure	1	1/7	M4
	E-Mail	1	2/7	M4, A1
	Social Media & Website	1	4/7	M2, M5, A1, A2

	Claim on Taxes		3/7	M1, M5, A2
	Easy Payment		1/7	M4
	Seminar		1/7	M2

According to the table above, it can be explained that the right location is the most influential in choosing LZS as a place to pay zakat. followed by promotion through social media and websites, there are four people out of seven who are aware of the promotion carried out by LZS through social media and websites to keep up with the times. it can claim that paying zakat for taxes is not the main factor for the community when choosing LZS as a place to pay zakat. so the conclusion is that the right location has made LZS able to collect a lot of zakat funds and make people pay zakat at LZS. The following are relevant statements from the people interviewed:

Research Objective (RO) 1 : To investigate the zakat marketing strategy developed by Lembaga Zakat Selangor.

Question: what makes you choose to pay zakat at LZS compared to other places?

*Muzakki 1 : because at LZS we can get **resit after paying**, and that recital will be able to **claim on taxes** and besides paying zakat in LZS more organized and also zakat this income I make deducted from salary so it's easier*

*Muzakki 2 : As I mentioned before, I like to pay zakat at LZS because it's **easy finding** the place is easy and yes now I can pay online too. I just thought that it was easy when paying zakat at LZS, I paid at their easy booth at the meeting when I got home from work, so I went home from work and could immediately pay there without having to go again*

(When the researcher asked if it was okay to pay elsewhere if the LZS booth was not around? She answered that there is no problem if she has to pay elsewhere, the most important thing is that she pays zakat).

Muzakki 3: Nearest to house.

*Muzakki 4: I reside in Selangor Area, Hence I pay zakat which is **closer to my home** area.
Easy payment system, just deduct from my monthly salary for the income zakat*

*Muzakki 5: Institution that are more reliable and confident that zakat reaches the asnaf.
More reliable and tax exemption*

Question: Do you know what kind of marketing strategy LZS uses to attract public attention?

*Muzakki 1 : if what I noticed here they opened the **booth** to reach the community so they knew about LZS, in that booth they would provide knowledge about zakat and about LZS, how to pay at LZS, how to calculate zakat to be paid from income and so on.*

*Muzakki 2: all I know is they open **the booth**, so it's easy to meet because in the booth we can pay and ask about zakat and LZS, there is also **social media** and they also held **seminars** so that the public would understand zakat and LZS*

*Muzakki 4: **Email advertisement, physical brochure & physical pop up booth***

*Muzakki 5: Every accumulated zakat fund received will be prepared with **a report on where the funds** are channeled. Government Institution platform*

Question: What kind of marketing strategy LZS use to attract people to pay zakat at LZS?

*Amil 1: There are several things that are done to attract people to pay zakat at our place, first, **promotions such as booths, through email, and many more, can be seen on the website.** the second one , every year pull up training in the zakat the we bond for amil LZS and there are **events and running social media such as instagram, fb and so on***

*Amil 2: For now, the way that is done is more through **social media, such as FB, TIKTOK, Twitter (X), Instagram.** indeed we make promotions more to social media and also if we have programs such as big events that invite sultans and so on, these activities will be uploaded on the **website**, or if there are employees who carry out activities in the field, these activities will be uploaded and we also have a division for collecting zakat funds, this division will go down to companies whose purpose is to provide more explanation about zakat, That's why there are people who will make deductions from their salary every month to pay zakat and will get a **receipt** from the deduction, it is more of a collection division.*

4.3.2 The Opportunities for The Implementation of Zakat Marketing Strategies

Research Question (RQ) 2: What are the opportunities in the implementation of zakat marketing strategy by Lembaga Zakat Selangor?

Table 4.3.2 Major and Sub Coding for Research Question (RQ) 2

Main Coding	Sub Coding	RQ	Quotations' Frequency	Participant
The Opportunities in The	By Location	2	4/7	M1, M2, M4, A1
	Governance	2	1/7	M5

Implementation of Zakat Marketing Strategy				
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The opportunities that are obtained when LZS carries out marketing strategies are opportunities from social media, the location chosen, and its status as a *Kerajaan Selangor* institution. Strategic location so easily found, and the many branches are the most mentioned because of these reasons that muzakki choose LZS to pay zakat. There are 4 out of 6 people who discuss location as an opportunity for LZS when carrying out marketing strategies. The following are relevant statements from the people interviewed:

Research Objective (RO) 2: To explore the opportunities for the implementation of zakat marketing strategies by *Lembaga Zakat Selangor*.

Question: Can you explain the opportunity you feel when implementing the current marketing strategy at LZS?

Amil 1: starting in 1999 because people thought they needed to help students in need, so this institution was established. Over time many people became aware of the existence of this institution so there was a request to hold a program to pay zakat and finally received permission as amil.

*(This is an opportunity from a **location** that is in the campus environment)*

The researcher asked the same question to Muzakki, here are their answers:

Muzakki 1: if what I noticed here, they opened the booth to reach the community so they knew about LZS, in that booth they would provide knowledge about zakat and

about LZS, how to pay at LZS, how to calculate zakat to be paid from income and so on.

*(this is the answer when the researcher asked about marketing strategies, in other words, if one of the marketing strategies used is to open **booths** and reach out to the community then the possibility of the community knowing about LZS will be more and so they will begin to be interested and later trust LZS as a **place** to collect zakat and it is hoped that many people will start paying zakat at LZS)*

*Muzakki 2: all I know is they **open the booth**, so it's **easy to meet** because in the booth we can pay and ask about zakat and LZS, there is also social media and they also held seminars so that the public would understand zakat and LZS.*

*(the statement is the answer given by Muzakki when asked about the marketing strategy carried out by LZS, in the sense that the opportunity of the strategy that muzakki feels is easy because of the **strategic place**)*

*Muzakki 4: I feel LZS can be **easily access and near to its client**. So client can get advise from its staff easily*

*Muzakki 5: better **governance** for uses of Zakat.*

4.3.3 The Challenges of Implementation of Zakat Marketing Strategies

Research Question (RQ) 3: What are the challenges in the implementation of zakat marketing strategy by Lembaga Zakat Selangor?

Table 4.3.3 Major and Sub Coding for Research Question (RQ) 3

Main Coding	Sub Coding	RQ	Quotations' Frequency	Participant
The implementation of zakat marketing strategy by Lembaga Zakat Selangor	Procedure	3	4/7	M1, M4, M5, A1
	Knowledge	3	2/7	M2, A2
	Competing with other institutions or places	3	2/7	M4, A1

According to table 4.3, there are 3 kinds of challenges that go through when implementing marketing strategies for LZS, and there are several participants who choose the existing procedures as the challenges that are faced a lot. Out of 7 participants, 4 (M1, M4, M5, and A1) chose procedures as challenges. Besides procedures, knowledge and competition between institutions are challenges in themselves. The two challenges were each said by two participants out of seven participants.

Question: Can you explain the challenges when implementing the marketing strategy at LZS?

*Amil 1: Due to **procedure** only, the collection made by us through several directions and also which you have fund given to us the only we can claim for the agihan semula and we cannot pull up fpx because they are not our account then people go to LZS web then they cannot detect when we check it's not our account, so we cannot claim. the next one, because many amil have the same concept so we don't get as many as that.*

*Amil 2: About **knowledge**, we want to solve the issue we have to know where to fix, because there are many. usually like this, they were previously rich and then they went bankrupt and we want to teach them how to survive, we want to help, but most people who experience this they love the credit items they pay each month, like they have a car 3 that has to be paid every month, actually we want to invite to survive, because of that zakat so be obedient to his abilities, if we help in such a way, their response is like angry, like "why should I stand up or get up now when I'm having a hard time", even though he should be a priority, the other challenge is more to attitude, there is usually the attitude of the people who work this when choosing a new workplace he comes to work if there is a job (don't try) if there is no job he won't work, other than that if he works the job is not the best he will stop (do as he pleases).*

*Muzakki 1: maybe if my home area is the cause **why people don't pay zakat at the institution because if there are neighbors or people close to me who need it and deserve zakat help but it is very difficult to get assistance from the institution** so that, people who pay zakat feel from being paid through institutions that we don't know where the zakat funds are distributed better give zakat directly which I know people really need help, so it might be possible that the institution makes it easier to get help or create a program that lets us know where the zakat funds are distributed.*

*Muzakki 2: for myself clearly not, but I understand if people feel distrust of the institution, **because they think the zakat they pay does not know where it is distributed through LZS, in fact we can just look at activities carried out by LZS through their social media such as Instagram or Website**, but for those of us who live in this kampong most pay zakat are old people who don't even use Instagram so **they don't know that***

*Muzakki 4: I am not sure exactly the real challenges face by LZS but maybe their challenges is to get people to pay zakat consistently and they also **need to compete with Other lembaga zakat across malaysia state**. In my opinion , LZS need to*

advertise more in social media, Television or Radio to create awareness especially among youngster that just graduated and start their work to start contribute paying to zakat on monthly basis. As this can help a lot of people in need in selangor area. Due to high cost of living in Selangor

*Muzakki 5: Not just Online better to do ground work such as Village activities (in carrying out promotions according to muzakki 5 LZS is lacking in direct promotion, especially to rural villages, so that **procedures in promotion** are still lacking.)*

4.4 LINKAGE OF MAJOR FINDINGS TO THEORY OF MARKETING MIX

Chapter two has been discussed about the 7Ps marketing mix at Lembaga Zakat Selangor. The following theory linked to marketing strategy is the marketing mix, the 7 Ps. The products or services produced will not get what is targeted without the right marketing tools. One of the most popular and widely practiced marketing tools is the marketing mix. In this marketing mix concept, there are a number of elements that are used in an integrated manner and are equally important, so that one and the other must support each other.

The 7Ps marketing mix, like the 4Ps, is a key component in a company's planning. The term refers to the tactics or activities undertaken by companies to promote the purchase or sale of products and services. If previously the elements of the marketing mix were product, price, place, and promotion, in 7Ps it is expanded to include people, process, and physical evidence. The 7Ps marketing mix allows marketers to plan marketing and strategies that are important to promote the company's products or services more effectively to the target market. The following is the 7 P marketing mix theory linked to the results obtained from the summary of the main findings:

4.4.1 Elements of the Marketing Mix (7Ps)

1. Product

Kotler and Armstrong define this element as anything that can be offered to the market for attention, use, consumption, and that might fulfill consumer needs or desires. Products can be measured by looking at the variety, quality, and appearance of the product/service. LZS products are programs that they run to distribute incoming zakat funds, among others (Zakatselangor.com):

- a) *Bantuan Kewangan & Makanan Bulanan*
- b) *Bantuan Bina Baik Pulih dan Sewa Rumah*
- c) *Bantuan Perubatan dan Rawatan Dialisis*
- d) *Bantuan Kecemasan/ Runcit*
- e) *Bantuan Keperluan Pendidikan & Yuran*
- f) *Bantuan Pembinaan dan Baik Pulih Institusi Agama*
- g) *Bantuan Saguhati Hari Raya*
- h) *Elauan Guru Kelas Asas Fardhu Ain (KAFA) dan Guru Agama/ Penceramah*
- i) *Bantuan Bencana*
- j) *Sumabangan Pendidikan Anak Selangor*
- k) *Khursus dan Latihan*
- l) *Bantuan Umum Pelajaran, Dermasiswa Pelajar Dalam Negara, Dermasiswa Pelajar Luar Negara & Sumbangan Pendidikan Orang Kelainan Upaya (OKU)*
- m) *Beasiswa Pelajaran*
- n) *Dermasiswa Hufaz Qur'an*
- o) *Hutang Keperluan Hidup*

from the info on the collection and distribution of zakat funds attached to the LZS achievement series report said that 15 programs covering all 8 Asnaf, so that the zakat funds in LZS are channeled in accordance with Islamic regulations.

2. Price

There are many factors to consider when choosing a price for a company's products or services. This is because this element plays an important role in the decision-making process of consumers. prices in non-profit institutions are not like in the profit industry, so the payment made is in accordance with what zakat will be paid, at LZS provides a calculator to calculate how much zakat must be paid according to the type of zakat, the following are the types of zakat types that exist at LZS (Zakatselangor.com):

- a) Zakat Pendapatan
- b) Zakat Perniagaan
- c) Zakat Wang Simpanan
- d) Zakat Pelaburan
- e) Zakat KWSP
- f) Zakat Emas
- g) Fidyah

3. Place

It is important for a company to determine where the product or service will be sold. The main consideration to take into account is whether the company will sell the product offline, online, or both. LZS has many branches, in each region in Selangor has at least one booth, the usual booths also make it easier for Muzakki to pay. here are some of their locations by web LZS (zakatselangor.com):

a) Petaling area there are 7 branches.

<p>Damansara</p> <p>Cawangan Damansara Masjid Mujahideen SS 21/23 Damansara Utama, 46300 Petaling Jaya,</p>	<p>Puchong</p> <p>No 32G, Jalan Puteri 4/2 (Bersebelahan Bank Rakyat) Bandar Puteri, 47100 Puchong,</p>
<p>Kota Damansara</p> <p>Masjid Kota Damansara, Jalan Sepah Puteri 5/21, Seksyen 5, Kota Damansara 47810 Petaling Jaya,</p>	<p>Subang Jaya</p> <p>Masjid Darul Ehsan Jalan SS 15/2E, SS 15, 47500 Subang Jaya,</p>
<p>Masjid Negeri</p> <p>Masjid Sultan Salahuddin Abdul Aziz Shah, Tingkat Bawah, Persiaran Masjid, 40000 Shah Alam,</p>	<p>Ibu Pejabat LZS</p> <p>Bangunan Zakat Selangor 3-01-1, Presint ALAMi, Pusat Perniagaan Worldwide 2,Persiaran Akuatik, Seksyen 13, 40100 Shah Alam,</p>
<p>Masjid Negeri</p> <p>Masjid Sultan Salahuddin Abdul Aziz Shah, Tingkat Bawah, Persiaran Masjid, 40000 Shah Alam,</p>	

b) Hulu Langat there are 3 branches

<p>Bandar Baru Ampang</p> <p>No. 1A, Jalan Wawasan Ampang 4/6, Bandar Baru Ampang, 68000 Ampang,</p>	<p>Bandar Baru Bangi</p> <p>No.163A, Jalan 8/1, Seksyen 8, 43650 Bandar Baru Bangi,</p>
<p>Kajang</p> <p>G-08 & 1-08 JALAN REKO, SAVILLE KAJANG, 43000 KAJANG,</p>	

c) Gombak there are 2 branches.

<p>Taman Melawati</p> <p>No. 340 Lorong Sarawak (Blok B) Melawati Urban 1 Pusat Bandar Melawati 53100 KL</p>	<p>Bandar Baru Selayang</p> <p>No.17, Jalan 2/16, Dataran Templer, Bandar Baru Selayang, 68100 Batu Caves,</p>
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d) Hulu Selangor there are 1 branches.

Kuala Kubu Bharu

Tingkat Bawah,
Bangunan Hj Khalid,
Lot 16, Seksyen 7, Jalan Mat Kilau,
44000 Kuala kubu Bharu,

e) Klang there are 1 branches.

Kompleks MAIS Klang

Lot 3366, Bangunan MAIS,
Jalan Kapar Batu 1,
41400 Klang,
Selangor Darul Ehsan.

f) Kuala Selangor there are 1 branches

Kuala Selangor

No 2 & 4, Jalan Melati 3/19,
Bandar Malawati,
45000 Kuala Selangor
Selangor Darul Ehsan.

g) Sabak Bernam there are 1 branches

Sungai Besar

No. 6 & 7, PT 5607 & 5608,
Jalan Gemilang 1, Taman
Gemilang,
45300 Sungai Besar,

h) Kuala Langat there are 1 branches

Banting

No.19, Jalan Sri Pekan 5,
Medan Sri Pekan, 42700 Banting,

i) Sepang there are 1 branches

Saujana KLIA

Cawangan Zakat Selangor Saujana
KLIA, No 38 & 40, Jalan Saujana
KLIA, Taman Saujana KLIA,
43900 Sepang,

3. Promotion

Promote it by communicating messages through various tools and appropriate media to consumers to encourage awareness, interest, desire, and ultimately buy the company's products or services. Promotional tools include advertising activities, personal selling, sales promotion, public relations/PR, word of mouth-WoM, direct marketing, and marketing publications.

According to the results of interviews with participants, there are several marketing strategies performed by LZS such as: Location, Brochure, E-mail, and Social Media. Having many branches, so it is easy to find everywhere is one of the good strategies and some participants said that this is what made them choose LZS to pay zakat.

4. People

This element refers to anyone who is directly, or indirectly involved in the company side. This means anyone involved in selling, designing, marketing, managing, recruiting, training, and representing customers. One way to face the challenges of competition is with human resources. A healthy institution is certainly with good, qualified human resources, and places employees in their respective expertise according to their fields. The reliability of technology will be in vain without the role of qualified human resources. Good human resources certainly begin with recruiting employees who are in accordance with the needs and professional employee selection process.

Based on social media from LZS, the stage of recruiting new employees is that if there is a vacant position or an employee is needed, it will be announced through LZS's social media, just like a job application in general, which must submit a CV and the next is the interview stage. but in the selection there are criteria that are desired from these criteria, who is the best will be selected later.

5. Proses

The process of delivering services and the behavior of the people delivering them are critical to customer satisfaction. Issues such as waiting time, the quality of information they provide to customers, are all important to maintain customer satisfaction and ultimately drive their loyalty to the company.

The process is a combination of all activities that generally consist of procedures, mechanisms, and other routine matters, where services are produced and delivered to consumers. at LZS the procedures / mechanisms used to pay zakat are very diverse ranging from paying directly through branches or booths, this has been conveyed by several participants in this research interview, then there are bank transfers / online banks, this can be checked completely on the LZS website (zakatselangor.com), or by making salary deductions by taking care of forms with each company. the number of ways this is what makes it easier for the community to pay zakat.

6. Physical Evidence

This element plays an important role in marketing. Physical evidence is more than just proof of purchase. It encompasses the entire presence of the company, with physical evidence, it can be useful when customers have never bought the product or service before and need reassurance. It also allows the company to prove that the product or service they have really exists and has good quality.

Physical Evidence at LZS is the location of the institution itself, discussed earlier if it has many branches and booths / counters. LZS has a nice building and it's convenient to come there.

Here is the picture of building and counter belonging to LZS:

Image 1: Building and counter of Lembaga Zakat Selangor



4.5 SUMMARY OF THE CHAPTER

This chapter mainly incorporates the collected data to analyze the research questions one by one and uses previous literature as evidence. Summarize the main coding of the research and present the main findings based on the primary data, and then further explain the research objectives of this paper. Prepare chapter 5 conclusions and recommendations.

CHAPTER FIVE

DISCUSSION, RECOMMENDATION AND CONCLUSION

5.1 INTRODUCTION

This chapter mainly introduces the main findings of this study, the research contribution from different perspectives, as well as the limitations of the study, and finally mentions relevant recommendations.

5.2 KEY FINDING OF THE STUDY

5.2.1 What is the zakat marketing strategy developed by *Lembaga Zakat Selangor*?

According to the results of interviews with participants, there were several marketing strategies performed by LZS such as location, brochure, email, and social media. easy-to-find location because LZS has many branches, which is a plus. Some participants said that because of this, they chose to pay zakat at LZS. Besides this, it makes it easier for people to pay zakat because it is close to their location, either home or office. Brochures are also a way for LZS to promote their institution, but lately they are rarely found because now that it is the digital age, physical brochures are not used much.

Then e-mail is obtained if someone has paid zakat at LZS; if not, they will not get it. Usually, this e-mail is addressed to people who pay zakat by deducting their salary, and the refund from the salary deduction is sent via email. What is being predicted now and is very active is promotion through social media. LZS follows the flow of this modern era by utilizing the sophistication of the internet by opening and being active on social media such as Instagram. It can be seen there how active social media from LZS is, and from Instagram it can be seen if LZS is indeed marketing through social media.

In chapter two, there is previous research from Luntajo and Hasan (2023) on improving the management of zakat institutions using technology in their marketing strategies. LZS also carries out this marketing strategy.

5.2.2 What are the opportunities in the implementation of Zakat Marketing Strategy by *Lembaga Zakat Selangor*?

Opportunities from LZS, according to the results of data collection, include opportunities from social media, opportunities from strategic locations, and opportunities that are easy to find because they are government-owned. Social media is clearly the most influential opportunity today in the modern era where most people use it. The opportunity of social media is that if it is active and optimal in utilizing it, the institution can be increasingly recognized, and that way it will attract the attention of more people. An easy-to-reach location has opportunities for people who don't like the difficulty of having to go far because it is troublesome, tiring, and so on, so they can choose an LZS that is easy to reach. opportunities because it is a government-owned institution, therefore it will increase the level of trust in LZS.

The conclusion of Luntajo and Hasan (2023) about technology is that it is an opportunity to execute marketing strategies that currently must be utilized properly to get maximum results. The technology utilized includes social media, which has been used by LZS to carry out its marketing strategy..

5.2.3 What are the challenges in the implementation of zakat marketing strategy by *Lembaga Zakat Selangor*?

There are several things that become challenges, such as procedures, knowledge, and competition with other institutions or other zakat collection places. The challenge of the

procedure in question is the difficulty of the requirements for receiving assistance. Besides that, for Amil, there is often a mistake made by the community: if paying zakat is not at LZS, then claims for this reduction cannot be made at the LZS counter or cawangan. A system like this is good but becomes a challenge because it often happens. Next is knowledge. The meaning of knowledge as a challenge is the minimal knowledge of the community about the performance of LZS so that they do not see and eventually assume that LZS does not distribute zakat funds in accordance with the provisions of the Qur'an. The last is competition with other institutions that have similarities in the programs they run.

In chapter two, the two studies of Mahmood et al. (2021) and Luntajo and Hasan (2023) with different countries, namely Malaysia and Indonesia, mentioned that they have almost the same challenges, namely the distribution of zakat funds that are still not on target. Properly targeting the distribution of zakat funds increases public trust in the institution as it ensures that the money they pay is given according to religious orders. However, this study found that there is more depth to the challenges in marketing strategies at zakat institutions regarding procedures, public knowledge, and competition between zakat collection institutions

5.3 RESEARCH CONTRIBUTION

This research can determine if LZS's marketing strategy has achieved its target and is effective. Knowing whether the marketing strategy carried out by LZS has reached its target and is effective is crucial. This knowledge can help identify effective and ineffective strategies, enabling the institutions involved to improve and optimize accordingly. The marketing mix is one of the marketing activities that determines the success of a company in achieving its goals. The success of a company in achieving its goals is a crucial factor in determining its overall success (Rahmadana, 2022).

A planned approach to marketing helps us set clear objectives based on the current situation facing the company. The strategy outlines the methods for achieving these goals, including

identifying target markets and determining the company's positioning. So now we need to determine the tactics to realize this plan (Oxford Collage of Marketing, n.d.). To this day, the gap between the potential of zakat and the realization of its achievements is still wide. When comparing the two, the percentage remains significantly small. In order to continue exploring the existing potential and narrowing the gap, it is necessary to provide socialization and education for new prospective muzakki, as well as develop marketing skills to effectively manage this zakat potential (Sudiana, 2019).

LZS implements a marketing strategy, which is one of the reasons why its zakat collection increases every year. This is based on the LZS website, and from here it can be seen that marketing strategies are also needed for non-profit organizations such as zakat institutions. Opportunities and challenges are used to find out how the marketing strategy is actually implemented. Knowing the opportunities and challenges faced can influence decisions for marketing strategies that will be applied next to improve the performance of optimization in the institution.

5.4 RECOMMENDATIONS

Selangor has thousands of business entities, whether they are private businesses, partnership companies, cooperatives, and so on. Therefore, LZS always aims to increase business zakat collection every year (Thestar.com). It will be difficult if it depends only on public awareness, because even though sometimes people know and have knowledge that zakat is obligatory but do not carry out their obligations, LZS is very good at implementing marketing strategies so that it can increase the collection of zakat funds. The more collections obtained, the more asnaf can be helped. Optimization for zakat institution personnel is very important for the sustainability of the institution. Zakat exists for the welfare of society; the better the management of zakat institutions, the greater the possibility of prosperity in an area.

Researchers think that the marketing strategy implemented by LZS needs to find a way to reach faraway places or villages. Because of the interviews that researchers conducted, many villagers still had less belief in LZS. I think this happened because they could not see the

performance of LZS, which was already on their social media platforms, but not everyone saw the social media, so maybe it would be better to hold an event to increase people's knowledge with seminars and so on.

This research is also for future researchers so that it can be one of the references to dig deeper into the Zakat Institution, and not only for one Zakat Institution, research on zakat is expected to be more references because zakat and the system in Islam itself can help alleviate the problems of poverty and its derivatives.

5.5 SUMMARY OF THE CHAPTER

The remainder of this section serves as a summary of several important topics, including the major conclusions, research contributions, and suggestions.. Among them, the findings and contributions are the crystallization of this research. According to the recommendations at different levels mentioned in the previous two sections, the partial contribution to theory is the most important. There are still many shortcomings in the researcher's approach and in this study. At the same time, the researcher sincerely hopes that future researchers can enrich the academic library in this field and contribute to the optimization of zakat in the future for the welfare of Asnaf, Muzakki, and Amil.

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APPENDIX I: LZS'S AMIL INTERVIEW GUIDELINES

Question for AMIL		
NO	DESCRIPTION	QUESTION
1	To investigate the zakat marketing strategy developed	<p>a. Can you provide an overview of the zakat marketing strategy implemented in your workplace?</p> <p>b. How does the organization maintain transparency and build trust among donors regarding the usage of zakat funds collected through this marketing strategy?</p> <p>c. What marketing techniques or campaigns have been particularly effective in encouraging higher zakat contributions? How does the organization measure the impact of these campaigns?</p> <p>d. What kind of feedback has received from donors regarding the marketing strategy? How has the feedback been utilized to improve the effectiveness of the approach?</p>
2	To explore the opportunities for the implementation of zakat marketing strategies	Can you explain the opportunity you feel when implementing the current marketing strategy in your workplace as Amil Zakat?
3	To explore the challenges of the implementation of zakat marketing strategies	Since we have discussed the opportunity, are there any perceived challenges? Please explain?
4	Institution	How do you think your workplace has performed so far as an institution responsible for managing zakat?

APPENDIX II: LZS'S MUZAKKI INTERVIEW GUIDELINES

Question for MUZAKKI		
NO	DESCRIPTION	QUESTION
1	To investigate the zakat marketing strategy developed by <i>Lembaga Zakat Selangor</i> .	<p>a. Can u please explain what made you choose LZS to pay zakat?</p> <p>b. Do you know the marketing strategies that LZS uses to attract Muzakki to pay zakat at LZS? Please explain.</p>
2	To explore the opportunities for the implementation of zakat marketing strategies by <i>Lembaga Zakat Selangor</i>	Can you explain the opportunity you feel when implementing the current marketing strategy at LZS?
3	To explore the challenges of the implementation of zakat marketing strategies by <i>Lembaga Zakat Selangor</i> .	Since we have discussed the opportunity, are there any perceived challenges? Please explain?
4	Lembaga Zakat Selangor	<p>a. How do you think LZS has performed so far as an institution responsible for managing zakat?</p> <p>b. Do you think there are any marketing strategies from LZS that need to be changed /</p>

		added / reduced so that it can make muzakki choose to pay zakat at LZS?
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APPENDIX III: INTERVIEW TRANSCRIPT

LZS's Amil 1

Date : 18-08-2023

Description

R : Researcher

I : Interviewee

Note : The identity of the interviewees will be kept private.

R : Is the zakat that collected in your place directly distributed to asnaf or is there any other process?

I : of course not, the zakat funds that come in will be sent to the LZS center, it is done for better distribution (equality), as you know the authority zakat states religious dept.

R : so the zakat funds that come in will be collected into one?

I ; Yes, true

R : What kind of marketing strategy do you use to attract people to pay zakat at your place?

I : There are several things that are done to attract people to pay zakat at our place, first, promotions such as booths, through email, and many more, can be seen on the website. the second one , every year pull up training in the zakat the we bond for amil LZS and there are events and running social media such as instagram, fb and so on

R : What is the opportunity to collect zakat?

I : starting in 1999 because people thought they needed to help students in need so this institution was established, over time many people became aware of the existence of this institution so there was a request to hold a program to pay zakat and finally received permission as amil.

R : What kind of occupation pays the most zakat here?

I : obviously the most office staff

R : Can I see the data of how many payers on the website?

I : Sure, but for details and in-depth data you must request it from the office with permission.

R : What are the challenges faced by Amil when implementing marketing strategies for zakat collection?

I : due to procedure only the collection made by us through several directions and also which you have fund given to us the only we can claim for the agihan semula and we cannot pull up fpx because they are not our account then people go to LZS web then they cannot detect when we check it's not our account, so we cannot claim. the next one, because many amil have the same concept so we don't get as many as that.

R : What kind of marketing strategy do you think makes people interested in paying zakat here?

I : we also made a campaign, when we made the campaign we called LZS and he explained 2 things, first if we give or pay through LZS we will collect more so if, let's say I have to pay 500 for zakat what should I do with the 500? if I distribute it myself the 500 will only be 1 particular but if we pay it through zakat institution and collected with other people then the money will reach more particulars. Secondly, if the more people we serve we can see the more data to give. Who would have thought? it can't happen if you pay zakat or distribute your zakat yourself and data can overlap, if the person you give zakat to is a person who is already registered as asnaf in LZS then that person will get double, and wealth is not evenly distributed to the needy.

LZS's Amil 2

Date : 15-08-2023

Description

R : Researcher

I : Interviewee

Note : The identity of the interviewees will be kept private.

R : How to make people want to pay zakat at LZS? What is the marketing strategy?

I : For now, the way that is done is more through social media, such as FB, TIKTOK, Twitter (X), Instagram. indeed we make promotions more to social media and also if we have programs such as big events that invite sultans and so on, these activities will be uploaded on the website, or if there are employees who carry out activities in the field, these activities will be uploaded and we also have a division for collecting zakat funds, this division will go down to companies whose purpose is to provide more explanation about zakat, That's why there are people who will make deductions from their salary every month to pay zakat and will get a receipt from the deduction, it is more of a collection division.

R : what are the opportunities when implementing marketing strategies?

R : What is the ustaz's opinion on people who pay their zakat directly to asnaf and not through zakat institutions?

I : now this is a viral case, an case that we have encountered in the field if it does not help and so on it is better to give it directly to asnaf, so issues like this actually we have helped, but with regard to attitude, such as if those who are helped, have been reviewed whether they are worthy of being helped, there is already a name recorded at LZS but when we see the situation they are not worthy of zakat assistance, so we cancel it. so now we want to show the community if you want to pay

directly to asnaf there are problems such as problems that need to be studied to choose which people deserve to be asnaf or not.

I : If it's like that, we will give feedback and the community can also give it through social media, as I told you earlier because we are now using a social media marketing strategy so this feedback is through social media.

R : What are your challenges as an amil?

I : about knowledge, we want to solve the issue we have to know where to fix, because there are many.

R : Can you give an example?

I : usually like this, they were previously rich and then they went bankrupt and we want to teach them how to survive, we want to help, but most people who experience this they love the credit items they pay each month, like they have a car 3 that has to be paid every month, actually we want to invite to survive, because of that zakat so be obedient to his abilities, if we help in such a way, their response is like angry, like "why should I stand up or get up now when I'm having a hard time", even though he should be a priority,

I : the other challenge is more to attitude, there is usually the attitude of the people who work this when choosing a new workplace he comes to work if there is a job (don't try) if there is no job he won't work, other than that if he works the job is not the best he will stop (do as he pleases)

Muzakki 1

Date : 09-08-2023

Description

R : Researcher

I : Interviewee

Note : The identity of the interviewees will be kept private.

R : do you pay zakat at LZS?

I : Ya,

R : Since when did you pay zakat at LZS?

I : There have been more or less 20 years, since I started working.

R : what made you pay zakat at LZS ? please tell the reason?

I : because at LZS we can get resit after paying, and that recital will be able to claim on taxes and besides paying zakat in lzs more organized and also zakat this income I make deducted from salary so it's easier

R : so pay zakat at this LZS because it is obliged to be deducted directly from the company or because of your own intentions?

I : as muzakki, you think what marketing strategy LZS uses to attract the attention of the community?

R : if what I noticed here they opened the booth to reach the community so they knew about LZS, in that booth they would provide knowledge about zakat and about LZS, how to pay at LZS, how to calculate zakat to be paid from income and so on.

I : with the marketing strategy you mentioned earlier do you think it is enough to attract the attention of the public to pay zakat at LZS?

R : I don't know much, but there is a fact in society that there are still many people who pay zakat not to zakat institutions, they pay zakat directly, this happens may be due to the person's trust or inadequacy towards the institution, besides that people are used to paying zakat that they do directly so the habit is also not easy to change plus the issue of trust.

I : if you think the problem is trust towards the institution, what should be taken to emulate it?

R : ok, maybe if my home area is the cause why people don't pay zakat at the institution because if there are neighbors or people close to me who need it and deserve zakat help but it is very difficult to get assistance from the institution so that, people who pay zakat feel from being paid through institutions that we don't know where the zakat funds are distributed better give zakat directly which I know people really need help, so it might be possible that the institution makes it easier to get help or create a program that lets us know where the zakat funds are distributed.

Muzakki 2

Date : 26-07-2023

Description

R : Researcher

I : Interviewee

Note : The identity of the interviewees will be kept private.

R : start when you pay zakat at LZS?

I : I started paying zakat at LZS since before marriage means more or less there are 5 to 6 years, I used to pay the LZS for a salary deduction that was directly paid while at my previous workplace, for which several years I paid myself to LZS.

R : do you know what LZS is doing to attract the attention of the people? like their marketing strategy?

I : all I know is they open the booth, so it's easy to meet because in the booth we can pay and ask about zakat and LZS, there is also social media and they also held seminars so that the public would understand zakat and LZS

R : what made you choose to pay zakat at LZS?

I : As I mentioned before, I like to pay zakat at LZS because it's easy, finding the place is easy and yes now I can pay online too

R : so is there something like the benefits of LZS compared to other places so you choose it?

I : as long as it's not, I just thought that it was easy when paying zakat at LZS, I paid at their easy booth at the meeting when I got home from work, so I went home from work and could immediately pay there without having to go again

R : so what if there is a booth or place to pay zakat that is closer to where you are than LZS will you choose the closer tempat?

I : it could be, because my first focus is the easiest

R : ok, so I can say that you are interested in paying at LZS because of its easy place in the encounter, it also becomes an excess of LZS according to you. after we discuss the advantages, what do you think is lacking from LZS?.

I : I honestly don't pay much attention, but when viewed from my environment they say they prefer to pay at the mosque or in person, because there is less trust in the institution

R : do you think so?

I : for myself clearly not, but I understand if people feel distrust of the institution, because they think the zakat they pay does not know where it is distributed through LZS, in fact we can just look at activities carried out by LZS through their social media such as Instagram or Website, but for those of us who live in this *kampong* most pay zakat are old people who don't even use Instagram so they don't know that.

Muzakki 3

Date : 28-07-2023

Description

R : Researcher

I : Interviewee

Note : The identity of the interviewees will be kept private.

R: What is your current job?

I: For now I'm a housewife

R: Please explain why you chose Lembaga Zakat Selangor to pay your zakat?

I: Just because nearest to my house

R: How do you think LZS attracts people to pay zakat at their place?

I: My understanding and duties to fulfill zakat payment only instruct me in doing so

R: Ok, It's ok, So, 1. Do you know the marketing strategies that LZS uses to attract Muzakki (the person who pays zakat) to pay zakat at LZS?

I: None, as a Muslim, we obliged to the knowledge of paying zakat when it is related to us in few things

R: What are the advantages of paying zakat at LZS compared to other places?

I: I'm a little clueless about this

R: Ok, so 2. Can you explain the opportunity you feel when implementing the current marketing strategy at LZS?

I: I am not aware of any marketing strategy at LZS as it is not suppose to relate to any marketing field

R: What are the disadvantages of paying zakat at LZS compared to other places?

I: I'm clueless about this

R: Since we have discussed the opportunity, are there any perceived challenges for their marketing strategy?

I: No, I Don't know

R: How do you think LZS has performed so far as an institution responsible for managing zakat?

I: LZS obviously does not follow through the right way of distributing or managing the zakat to the only 8 asnaf as mentioned in the Quran

R: Do you think there are any marketing strategies from LZS that need to be changed / added / reduced so that it can make Muzakki (the person who pays zakat) choose to pay zakat at LZS?

I: Well distribution of zakat to the asnaf

Muzakki 4

Date : 30-07-2023

Description

R : Researcher

I : Interviewee

Note : The identity of the interviewees will be kept private.

R: What is your current job?

I: For Government

R: Please can you explain why you chose Lembaga Zakat Selangor to pay your zakat?

I: I reside in Selangor Area, Hence I pay zakat which is closer to my home area

R: How long have you been paying zakat at Lembaga Zakat Selangor?

I: 8 Years

R: What LZS does to attract people to pay zakat at LZS?

I: LZS often open their booth around my office area. And sometimes they come and give talk on the services they provide among employees in my office

R: Do you know the marketing strategies that LZS uses to attract Muzakki (the person who pays zakat) to pay zakat at LZS?

I: Email advertisement, physical brochure & physical pop up booth

R: What are the advantages of paying zakat at LZS compared to other places?

I: Easy payment system, just deduct from my monthly salary for the income zakat

R: Can you explain the opportunity you feel when implementing the current marketing strategy at LZS

I: I feel LZS can be easily access and near to its client. So client can get advise from its staff easily

R: Maybe they can provide something like LZS merchandise to its client like LZWP did

I: Maybe they can provide something like LZS merchandise to its client like LZWP did

R: Since we have discussed the opportunity, are there any perceived challenges?

I: I am not sure exactly the real challenges face by LZS but maybe their challenges is to get people to pay zakat consistently and they also need to compete with Other lembaga zakat across malaysia state

R: How do you think LZS has performed so far as an institution responsible for managing zakat?

I: I think they did a good job and perform well. I hope more people in need will get help from this LZS

R: Do you think there are any marketing strategies from LZS that need to be changed / added / reduced so that it can make Muzakki (the person who pays zakat) choose to pay zakat at LZS?

I: In my opinion , LZS need to advertise more in social media, Television or Radio to create awareness especially among youngster that just graduated and start their work to start contribute paying to zakat on monthly basis. As this can help a lot of people in need in selangor area. Due to high cost of living in Selangor

Muzakki 5

Date : 22-08-2023

Description

R : Researcher

I : Interviewee

Note : The identity of the interviewees will be kept private.

R: What is your current job?

I: Zeng Services & Resources

R: Please explain why you chose Lembaga Zakat Selangor to pay your zakat?

I: Institution that are more reliable and confident that zakat reaches the asnaf

R: How long have you been paying zakat at Lembaga Zakat Selangor?

I: 12 years

R: What LZS does to attract people to pay zakat at LZS?

I: Every accumulated zakat fund received will be prepared with a report on where the funds are channeled

R: Do you know the marketing strategies that LZS uses to attract Muzakki (the person who pays zakat) to pay zakat at LZS?

I: Government Institution platform

R: What are the advantages of paying zakat at LZS compared to other places?

I: More reliable and tax exemption

R: Can you explain the opportunity you feel when implementing the current marketing strategy at LZS?

I: better governance for uses of Zakat

R: What are the disadvantages of paying zakat at LZS compared to other places

I: recipient is not from my preference selection

R: 3. Since we have discussed the opportunity, are there any perceived challenges?

I: No, I don't know

R: How do you think LZS has performed so far as an institution responsible for managing zakat?

I: It was good

R: Do you think there are any marketing strategies from LZS that need to be changed / added / reduced so that it can make Muzakki (the person who pays zakat) choose to pay zakat at LZS?

I: Not just Online better to do ground work such as Village activities